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Market Trends and Exports/Imports

China's Chicken Consumption to Rise on Foodservice Growth

Consumption Growth: China's chicken consumption is forecast to continue increasing in 2027, driven by the expansion of foodservice channels, greater chain restaurant penetration, and rising demand for convenient, easy-to-prepare chicken products.
Foodservice Expansion: Catering revenue increased 3.8% from January–April 2026, while chain restaurant penetration grew from 21% in 2023 to 25% in 2025, supporting higher chicken demand.
Consumer Trends: Younger consumers increasingly prefer white broiler meat, particularly further-processed and convenience products suitable for home cooking and quick-service restaurants.
Market Outlook: Despite slower economic growth leading consumers to seek more affordable dining options, chicken remains well-positioned due to its versatility and value.
Product Segments: White broiler will continue to drive market growth, while yellow broiler demand is expected to remain stable, supported by loyal consumers in southern China who are willing to pay premium prices for traditional products.
Source: The Poultry Site

Vietnam Increases Breeding Stock Imports to Support Poultry Expansion

Imports: Vietnam imported over 459,000 chicken breeding stock in May 2026, up 10% in volume and 27% in value year-on-year, reflecting growing demand from the poultry sector.
Industry growth: Increased imports support major investments, including the DHN Tay Ninh 2 integrated poultry complex, aimed at producing 200 million day-old chicks and exporting 25 million broilers annually.
Development strategy: Vietnam's 2024–2030 poultry development strategy targets 240–250 million white-feathered broilers, supporting continued expansion and demand for breeding stock.
Source: Asian Agribiz

India's Poultry Sector Revenue Expected to Grow 6–7% in FY27

Outlook: India's poultry industry revenue is forecast to grow 6–7% in FY27, with profitability improving by 50–100 basis points, supported by strong demand and lower maize prices.
Growth drivers: Rising protein consumption, urbanization, and expansion of processed poultry, organized retail, and export opportunities are expected to sustain industry growth.
Productivity: Improved feed conversion, precision nutrition, advanced breeding, automation, and farm management are expected to enhance efficiency and competitiveness.
Source: eFeedLink

Thailand's Meat Prices Stay Firm as Feed Costs Begin to Ease

Market: Chicken prices remained elevated at THB40–42/kg, supported by tight day-old chick supply, strong domestic consumption, and export demand. Prices are expected to normalize to THB39–40/kg by Q4 2026 as chick supply recovers. Pork prices also strengthened on tight supply and resilient demand.
Feed: Feed cost pressures showed early signs of easing, with soybean meal prices declining 2% in June and corn prices trending downward, although still above the previous month. Lower feed costs are expected to support poultry producer margins in the coming months.
Outlook: CGSI remains positive on Thailand's livestock sector, citing firm meat prices, improving feed cost trends, and continued domestic and export demand.
Source: eFeedLink

Indonesia Explores Poultry Export Opportunities in China and the Middle East

Export strategy: Indonesia is seeking poultry export opportunities in China and the Middle East to absorb domestic oversupply, expand market access, and improve farmer incomes.
Supply balance: The government aims to strengthen export markets while improving domestic distribution to manage abundant broiler and egg production.
Market support: Indonesia's Free Nutritious Meal (MBG) program will help absorb surplus chicken meat and eggs when farm-gate prices decline, supporting producer stability.
Source: aviNews

Market Trends and Exports/Imports (Cont.)

China's Chicken Exports Surge 51% in Early 2026

Export growth: China's chicken exports reached 546,000 metric tons in January–May 2026, up 51% year-on-year, prompting the USDA to raise its 2026 export forecast.
Key products: Chicken breast accounted for over half of exports, while bone-in chicken cuts also recorded strong growth.
Markets: Japan, Hong Kong, Russia, and the Middle East are expected to remain key export destinations, with further expansion into Africa and Central Asia. Competitive pricing and growth in value-added products continue to strengthen China's export position.
Source: The Poultry Site

Pakistan's Big Bird Foods Secures Major Gulf Export Deal

Export growth: Big Bird Foods secured a major Gulf contract for raw and processed halal chicken, nearly doubling its export volumes and adding an estimated USD 4.3 million in annual revenue.
Market expansion: The deal supports Pakistan's growing halal poultry exports, with the country's meat exports expected to exceed USD 500 million in FY2026. The company also expanded its domestic retail presence through 27 Imtiaz Super Market outlets.
Business performance: For the first nine months of FY2026, Big Bird Foods reported 41% sales growth and 11% higher net profit, despite rising operating costs.
Source: aviNews

Feed and Nutrition

Sri Lanka's Poultry Industry Faces Feed Cost Challenges

Feed policy: Sri Lanka lifted restrictions on using rice for animal feed following a bumper harvest but suspended new corn import licenses, limiting access to lower-cost feed ingredients.
Cost impact: Reduced corn imports have driven up both domestic corn and rice prices, increasing feed costs for poultry producers.
Industry concern: Producers warn that higher feed costs will further increase poultry production expenses despite the availability of surplus rice.
Source: Asian Agribiz

Vaccination and Disease Prevention

Malaysia Strengthens Poultry Health Monitoring for Salmonella

Surveillance: Malaysia's DVS identified Salmonella Infantis as one of the five most common Salmonella strains in healthy poultry based on 2021–2025 surveillance data.
Risk management: DVS is enhancing Salmonella surveillance, farm biosecurity, responsible antibiotic use, and industry collaboration to reduce disease risk.
Antimicrobial resistance: Around 90% of Salmonella isolates from broilers and 93% from layers showed multidrug resistance in 2025, although no colistin resistance was detected following Malaysia's livestock ban on the antibiotic.
Source: Asian Agribiz

AI Proteomics Tool Could Improve HPAI Detection

Innovation: Researchers are developing an AI-powered proteomics surveillance tool that detects active HPAI infections by analyzing viral and host proteins, reducing false positives compared with genetic-based tests.
Benefits: The technology can help trace virus transmission and support targeted containment measures, reducing the need for broad quarantines and minimizing economic losses.
Outlook: The tool could improve HPAI surveillance, biosecurity, and understanding of disease spread within farms and across animal species.
Source: WATT Poultry